A wide-angle photograph of a desert landscape at sunset. A large, natural rock archway frames the scene, looking out onto a valley. In the distance, several prominent rock formations are visible, including a tall, thin spire and a smaller archway. The sky is a mix of soft pinks, oranges, and blues. The foreground shows the rugged, layered texture of the rock arch.

UTAH OFFICE OF TOURISM

WEBSITE UPDATE

OCTOBER 9, 2020

HANSONDODGE



CHRIS BUHRMAN

EXECUTIVE CREATIVE
DIRECTOR



ETHAN KOEHLER

VP, DIGITAL EXPERIENCE
& TECHNOLOGY



GRANT WERNER

DIRECTOR OF
PROJECT DELIVERY

WEBSITE UPDATE

TODAY'S AGENDA

**WEBSITE
PREVIEW**

PROJECT STATUS

FUTURE

19:14:53:29

Days

Hours

Minutes

Seconds



THE JOURNEY

REPLATFORM IMPERATIVE

- FUTURE PROOFED CMS
- PAGE ORIENTED
- MOBILE
- ORGANIZATION
- CONTENT CONNECTIONS
- INTEGRATION WITH CAMPAIGNS
- PERFORMANCE
- TECHNICAL DEBT



GOALS

- FUTURE-PROOFED,
MARKETING-CENTRIC PLATFORM
- USABILITY, SEO, ENGAGEMENT,
ORGANIZATION OPPORTUNITIES
- EASY TO MAINTAIN AND ENHANCE
- MOVE TOWARD NEW DESIGN VISION

The background is a vibrant, abstract composition of various geometric shapes. It features a series of vertical stripes in shades of blue, orange, and red. Overlaid on these are large, rounded, organic shapes in muted green and olive tones. The bottom right corner is dominated by a large, dark, curved shape. The overall effect is a modern, colorful, and dynamic visual field.

VISITUTAH.COM

WEB DEMO SOUTHERN UTAH
SKI / MOUNTAIN

12:33



staging-web.visitutah.com



GET STARTED

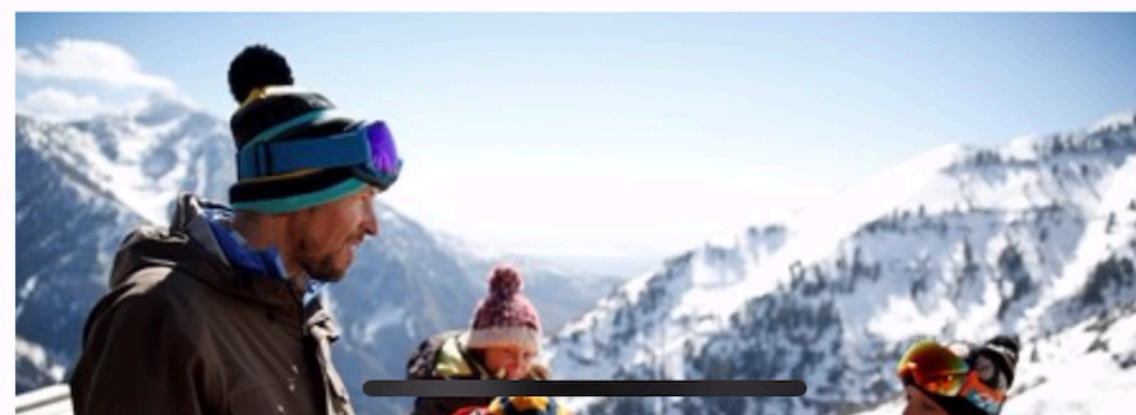


Feedback

Salt Lake City

Salt Lake City, UT

Salt Lake City makes a great gateway for travelers making a trip to Utah's ski resorts or southward to Utah's renowned red rock country



BEHIND THE SCENES NERD EXCITEMENT

- ANALYTICS
- META DATA
- SEO
- COMPONENTS

PROJECT STATUS

COMPLETED MILESTONES

- 4/2/20 - COMPLETED 4 UNIQUE ROUNDS
CREATIVE COMPS AND WIREFRAMES
- 5/1/20 - FINALIZED DEVELOPMENT
REQUIREMENTS AND PLANNING
- 9/22/20 - WRAPPED 5TH AND FINAL
DEVELOPMENT SPRINT

CURRENT ACTIVITY

- FINAL DEVELOPMENT
- TEST QUALITY AND PERFORMANCE
- CONTENT MIGRATION

CURRENT ACTIVITY

- 10/22/20 - COMPLETE CONTENT MIGRATION NEEDED FOR LAUNCH.
TO DATE WE HAVE MIGRATED 856 OF 1,257 PAGES
- 10/22/20 - CODE FREEZE
- 10/29/20 - SITE LAUNCH
- POST - LAUNCH SUPPORT

POST LAUNCH PLAN

- MONITORING, REPORTING AND RECOMMENDATIONS
- MONTHLY RELEASES TO ENHANCE AND EXTEND



FUTURE

ROADMAPPING



FUTURE

- EXPAND EXPERIENCE
- REGIONAL UNDERSTANDING
- RED EMERALD
- CAMPAIGN INTEGRATION
- SEO
- PERSONALIZATION
- OPTIMIZATION
- USER INSIGHTS



HANSONDODGE